

Amendments to the Claims:

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently amended) A Liquid Crystal Display (LCD) device, comprising: having _____ a normally-black liquid crystalline cell at least partially arranged as a reflective liquid crystalline cell, and said liquid crystal display device comprising driving means for driving _____ a driver that is configured to drive the liquid crystalline cell to provide; which driving means are operable in a minimum drive voltage, and a maximum drive voltage that affects a bright state of the LCD only, an active mode allowing for normal use of the device, and a standby mode for reducing power consumption of the device, wherein the driver is configured to switch from the active mode to the standby mode by reducing only the maximum drive voltage.
2. (Currently amended) The Liquid Crystal Display device of Claim 1, wherein a the maximum drive voltage generated by the driving means driver in the standby mode is at least 20 percent lower than a the maximum drive voltage generated by the driving means in the active mode.
3. (Currently amended) The Liquid Crystal Display device of Claim 1, wherein a frame frequency of a drive signal generated by the driving means driver in the standby mode is lower than a the frame frequency of a the drive signal generated by the driving means driver in the active mode.

4. (Currently amended) The Liquid Crystal Display device of Claim 1, wherein the liquid crystalline cell ~~comprises~~includes a layer of a vertically aligned liquid crystalline material.

5. (Original) The Liquid Crystal Display device of Claim 1, wherein the liquid crystalline cell is a transreflective liquid crystalline cell.

6. (Currently amended) The Liquid Crystal Display device of Claim 5, wherein the liquid crystalline cell ~~comprises~~includes a layer of a vertically aligned liquid crystalline material.

7. (Original) The Liquid Crystal Display device of Claim 6, wherein the layer of the vertically aligned liquid crystalline material is arranged between a first polarizer and a second polarizer being oriented at a right angle with the first polarizer.

8. (Previously presented) The Liquid Crystal Display device of Claim 5, wherein a $\lambda/4$ compensation layer is arranged adjacent at least reflective parts of the liquid crystalline cell.

9. (Original) The Liquid Crystal Display device of Claim 6, wherein a cell gap for a transmissive sub-pixel of the liquid crystalline cell is between 1.6 and 2 times a cell gap for a reflective sub-pixel of the liquid crystalline cell.

10. (Currently amended) The Liquid Crystal Display device of Claim 9, wherein the cell gap for the transmissive sub-pixel is ~~about~~substantially 1.8 times the cell gap for the reflective sub-pixel.

11. (New) The Liquid Crystal Display device of Claim 1, wherein a $\lambda/4$ compensation layer is arranged adjacent at least reflective parts of the liquid crystalline cell.